



**BIKE TO WORK DAY STEERING COMMITTEE
MEETING NOTES
May 8, 2024**

1. INTRODUCTIONS

Committee members, guests, and other attendees introduced themselves by name and affiliation.

2. APPROVAL OF MEETING MINUTES

The minutes from the March 13, 2024 meeting were approved as written.

3. T-SHIRT SORTING AND PICKUP

Bike to Work Day 2024 T-shirt sorting takes place on May 9th at the Metropolitan Washington Council of Governments (COG). The following volunteers were on hand: Bryce Barrett and George Phillips – Prince William County; Julie Kagler - Town of Herndon; Kendall Tiffany - Loudoun County; LaToya Crump - Prince George's County; Morgan Babcock and Linda Parker - Carlyle Council; Nohemy Miranda and Manij Upadhyay - Fairfax County; Theresa McMullin, Kyle Zaenger, and Stacy Ukishima - City of Alexandria; Dan Hayes - volunteer; Lauren Hassel – BikeArlington; and Michelle Golden, Stacy Leach, Traci McPhail, Marcus Johnson, and Mark Sofman - Montgomery County.

Pick up dates are scheduled for May 10th and 13th from 9:30 am to 4:00 pm. Specific date and time slots were reserved via SignUpGenius; pickups must occur at the loading dock. Boxes are affixed with large labels indicating pit stop names and quantities. Other items to be available at COG will include Bicycling to Work Guides and Regional Bike Maps.

4. MARKETING

Pit stop managers were supplied with printed marketing materials and artwork for outdoor vinyl banners. The event flyer was sent to employers within the region and an

email blast was sent to past participants and other stakeholders. A \$65,000 marketing campaign for Bike to Work Day 2024 started the first week of May and runs through Bike to Work Day week. The media plan includes traditional radio on WIAD-FM 94.7 The Drive, WIHT-FM HOT99.5, and WJFK The Fan 106.7 with a radio host endorsement from avid bicyclist and former NFL running back, Brian Mitchell. The campaign also comprises of a wide range of digital website banners including WTOP.com, paid social media (Facebook and X) and a YouTube video.

Calendar Listings were submitted in April along with an email to all TPB members inviting them to contact their local pit stop manager to confirm attendance. To help promote the event, outreach toolkits were sent to sponsors and various organizations in the metropolitan Washington region. COG sent a press release in April and will send another next week with confirmed elected officials.

5. PROCLAMATION

A regional Bike to Work Day proclamation was presented at COG during the National Capital Region Transportation Planning Board (TPB) meeting on April 17th. The proclamation was signed by TPB Vice Chair, and Fairfax County Supervisor, James Walkinshaw which proclaimed Friday, May 17th as Bike to Work Day throughout the metropolitan Washington region. The proclamation is available on the event website and official social media accounts. Bike to Work Day Steering Committee Chair, LaToya Crump of the Prince George's County Department of Public Works and Transportation provided remarks to the Board.

6. PROGRESS REPORTS FROM PIT STOP MANAGERS

Pit stop managers provided brief updates on their final planning status of their local Bike to Work Day events.

7. OTHER BUSINESS

A recap on how to determine T-shirt cut off and further T-shirt qualifications were reviewed. The deadline for submitting convoys is Friday, May 10th. The Steering committee was reminded to take photos of local pit stop events for a slideshow that will be shown at the September meeting. Bike to Work Day is a rain or shine event and will not be cancelled from a regional perspective. Pit stops are encouraged to make contingency plans to accommodate for moderate weather conditions. Local pit stops may cancel for severe weather conditions. Pit stop managers are responsible for communicating such by 24hrs prior.

The Next Bike to Work Day Steering Committee meeting will be held on Wednesday, September 11, 2024 from 10:00 – 11:30 a.m.